

BELT LINE ROAD ENHANCEMENT



TOWN OF ADDISON • FEBRUARY 2019



Belt Line Road Landscape Enhancements

PHASE 1 CONFIRMATION



Prepared under the direction
of the Town of Addison, TX



Planning, design consultation and
documentation provided by Pacheco Koch

ACKNOWLEDGMENTS

Many thanks to all those who participated in this master plan process.

Steering Committee Members:

- Rick Fitzpatrick
- Jane Lenz
- Russell Graham
- Brooks Haley
- David Pells
- Elizabeth Beddow
- Tom Hansen
- Matt Horine
- Lauren Bonfield

City Staff Members:

- Wes Pierson City Manager
- Ashley Mitchell Deputy City Manager
- Janna Tidwell Director of Parks and Recreation
- Charles Goff Assistant Director of Development Services and Planning

City Council Members:

- Joe Chow Mayor
- Paul Walden Mayor Pro Tempore
- Tom Braun Deputy Mayor Pro Tempore
- Ivan Hughes Council Member
- Guillermo Quintanilla Council Member
- Lori Ward Council Member
- Marlin Willesen Council Member



PROJECT OVERVIEW

INTRODUCTION

Project Description

The project limits for the Landscape Enhancements Master Plan encompasses right-of-ways and potential easement spaces along Belt Line Road between Marsh Lane and Midway Road in Addison, Texas. The intent the design process was to provide sufficient documentation to determine a cohesively designed streetscape standard that adherers to both the public and municipality's vision for the corridor.

Project Background

Addison recently redefined it's brand and marketing effort identifying to the town's position. "Addison is a gathering place. It's holistic (life, work and leisure together). It's a transportation hub. And it's a community (and government) given to helping ideas come to fruition."

It is the intent of the master plan to build off the town's brand, incorporate its message, and create an identity for Belt Line that will serve as a catalyst for future streetscape development in Addison, Texas.

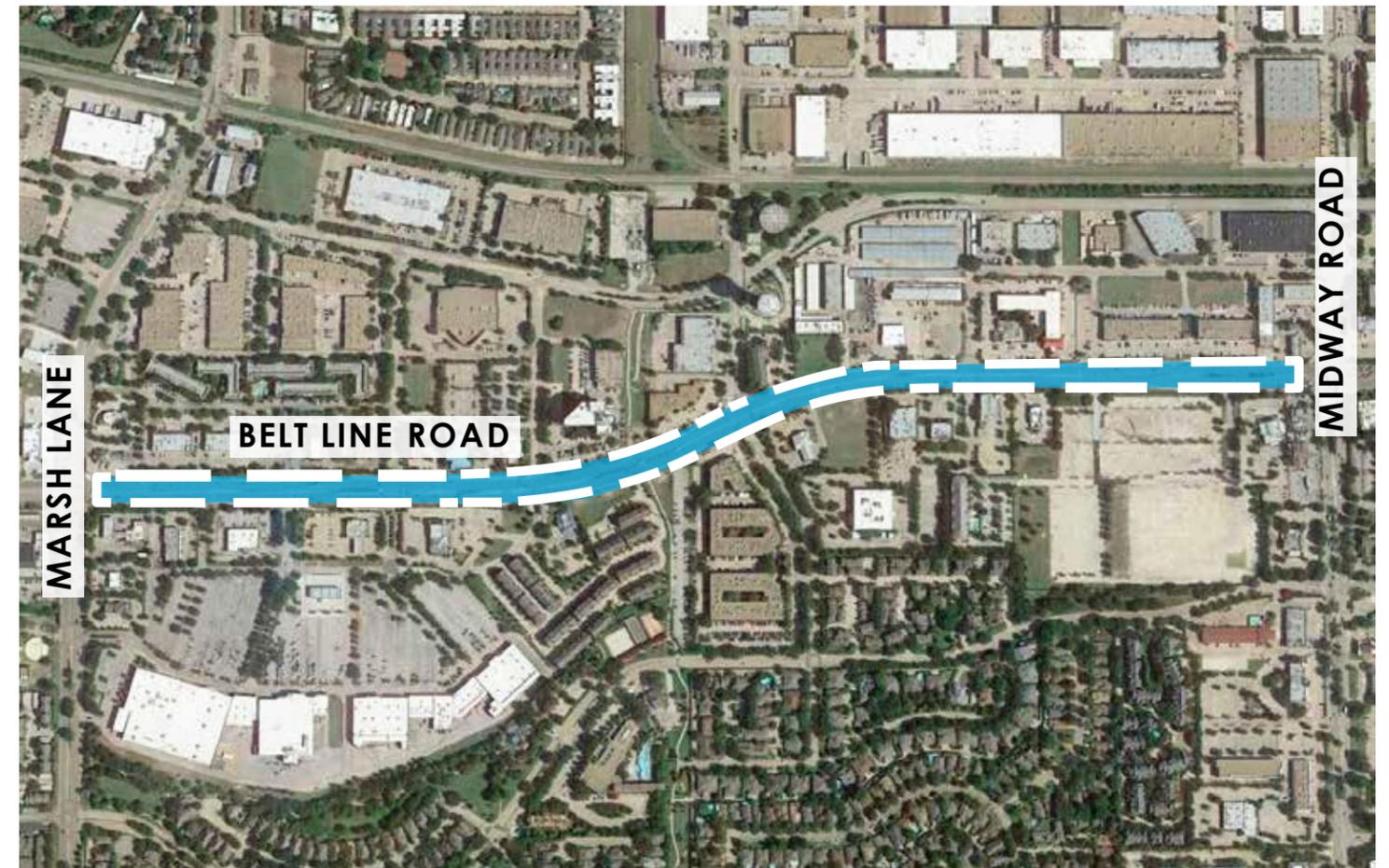
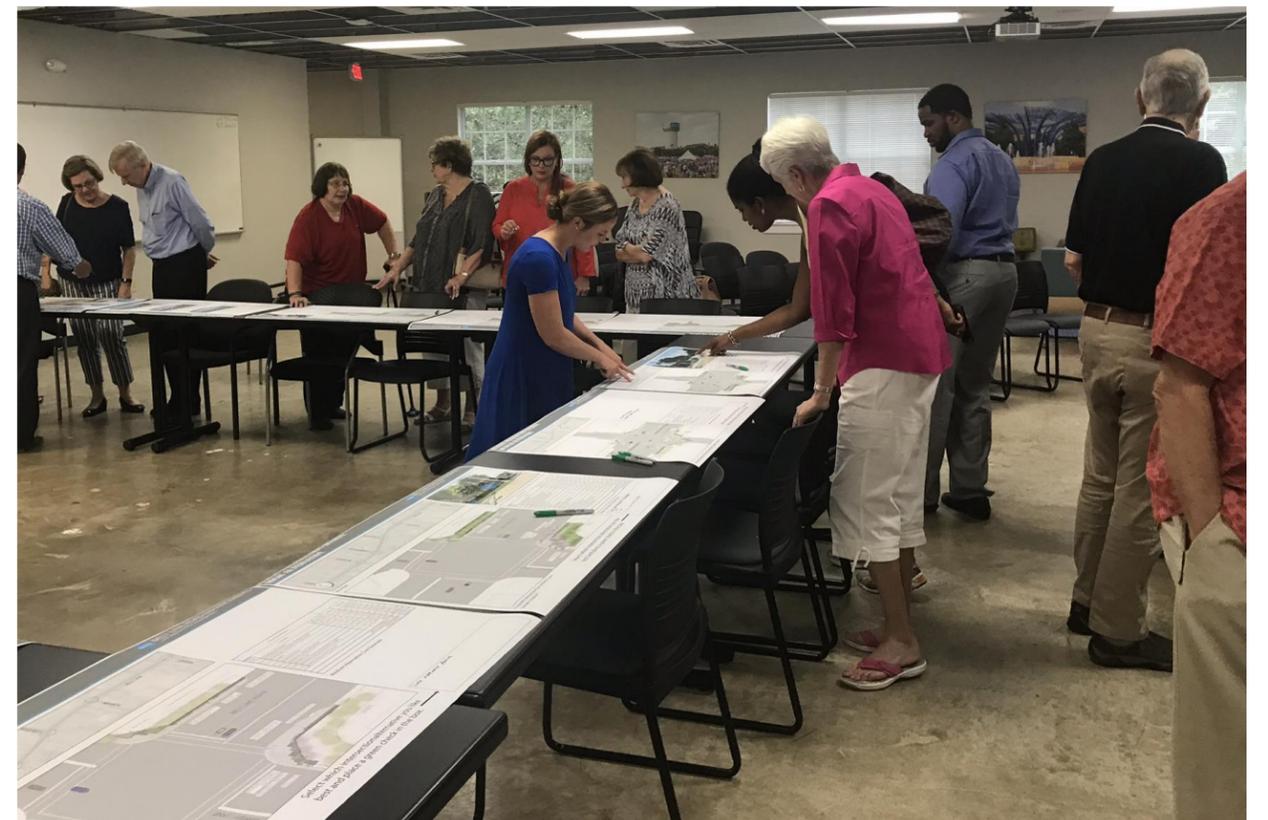


Image Belt Line Road Location Map

MASTER PLAN PROCESS

PROJECT SCHEDULE

1	PUBLIC MEETING – ESTABLISHING PARAMETERS	APRIL 3
2	CORRIDOR VISION CONCEPTS (PRECEDENT BOARDS) (IN OFFICE WORK)	APRIL 2-13
3	ADVISORY COMMITTEE MEETING – CORRIDOR VISION CONCEPTS	APRIL 11
4	PUBLIC MEETING – TOWN HALL, CORRIDOR VISION CONCEPTS	APRIL 16
5	DEFINING THE CONCEPTS/SCOPE (IN OFFICE WORK)	APRIL 17-30
6	ADVISORY COMMITTEE MEETING – DEFINING THE CONCEPT SCOPE	MAY 17
7	PUBLIC MEETING – DEFINING THE CONCEPT/SCOPE	JUNE 20
8	LOW/MEDIUM/HIGH ALTERNATIVES (IN OFFICE WORK)	JUNE 20- JULY 9
9	ADVISORY COMMITTEE MEETING – HERE ARE THE OPTIONS	JULY 9
10	PUBLIC MEETING – HERE ARE THE OPTIONS	JULY 23
11	MASTER PLAN FINALIZATION (IN OFFICE WORK)	CONTINUOUS
12	ADVISORY COMMITTEE MEETING – HERE IS YOUR PROJECT	AUGUST 9
13	PUBLIC MEETING – HERE IS YOUR PROJECT (TOWN HALL)	OCTOBER 29
14	SPECIFIC PROPERTY MEETING 1	DECEMBER 6
15	SPECIFIC PROPERTY MEETING 2	DECEMBER 7
16	SPECIFIC PROPERTY MEETING 3	DECEMBER 14



PROPERTY OWNER MEETINGS

Meeting Description

Primary Goal:

Conduct focused meetings related to specific properties along the corridor

The Town of Addison and the consultant conducted several property owner meetings get initial feedback regarding the proposed project and the impacts related to each individual owner.

Deliverables:

- Monument Sign Design Board
- High Finish Design Boards
- Overall Master Plan (Medium Option with High Finishes)
- Vision Board

Owner Feedback

Summary:

Overall the owners met with were in favor of the project and/or proposed landscape improvements along the corridor. Several owners expressed concern with current construction and requested that their landscape be restored. The Town of Addison will follow-up with the request.

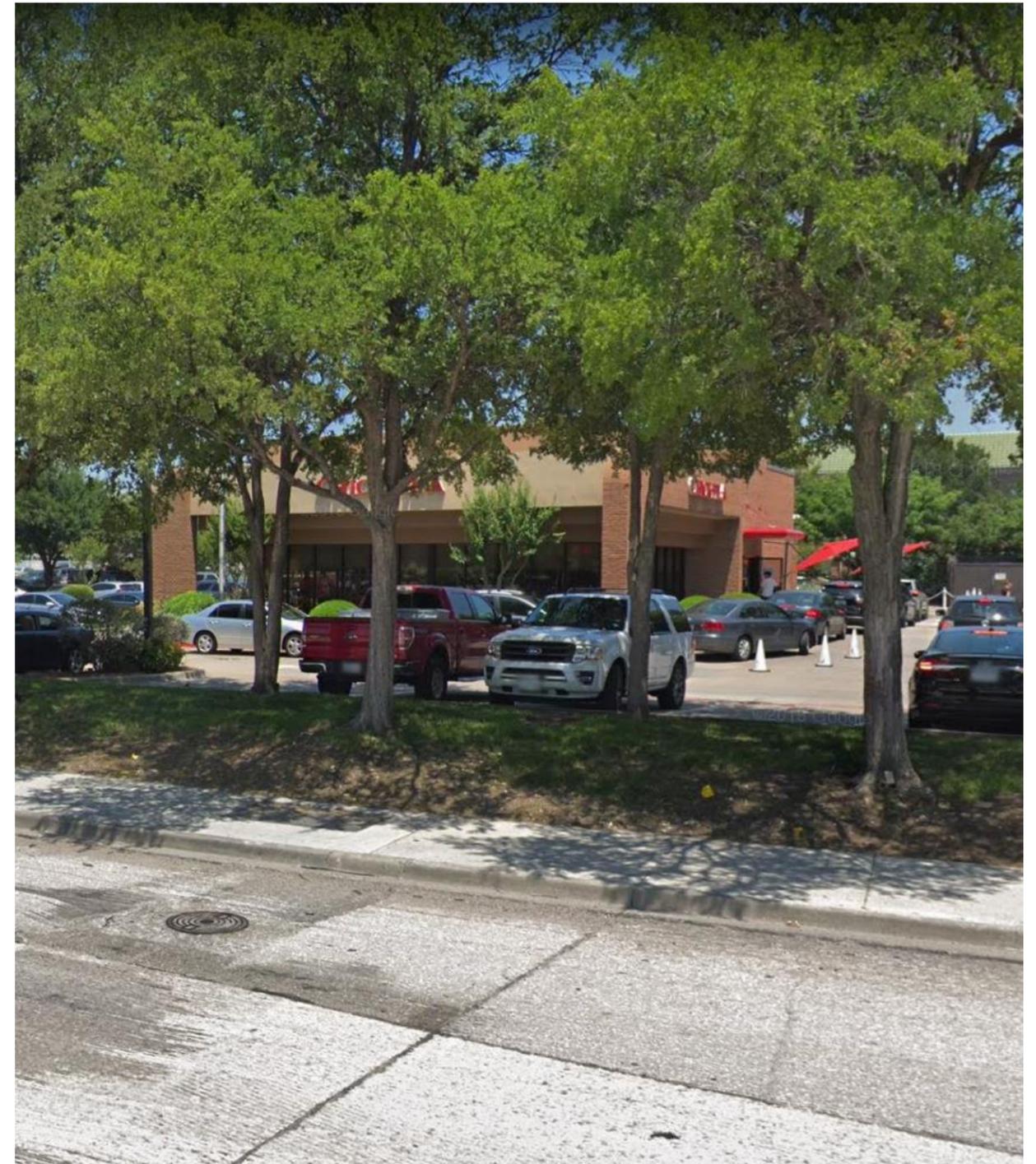


Image Owner Photo

COUNCIL PRESENTATION

Task Description

Primary Goal:

- Inform the Council members on the current status of the project
- Present the advisory committee recommendations
- Address cost estimates and budget moving forward
- Address any changes to be made before presenting to the public

Meetings

City Council Presentation

October 23, 2018

Town Hall Meeting

October 29, 2018

Council Feedback

The primary objective of the City Council presentation was to inform the council members on the current status of the Belt Line project and provide them with cost estimates for feedback. Council recommended adding 3 more bus shelters to the master plan, combining the two most voted for sign designs into one final design, and moving forward with the gray pavers and color palette. Phase I final direction pending.

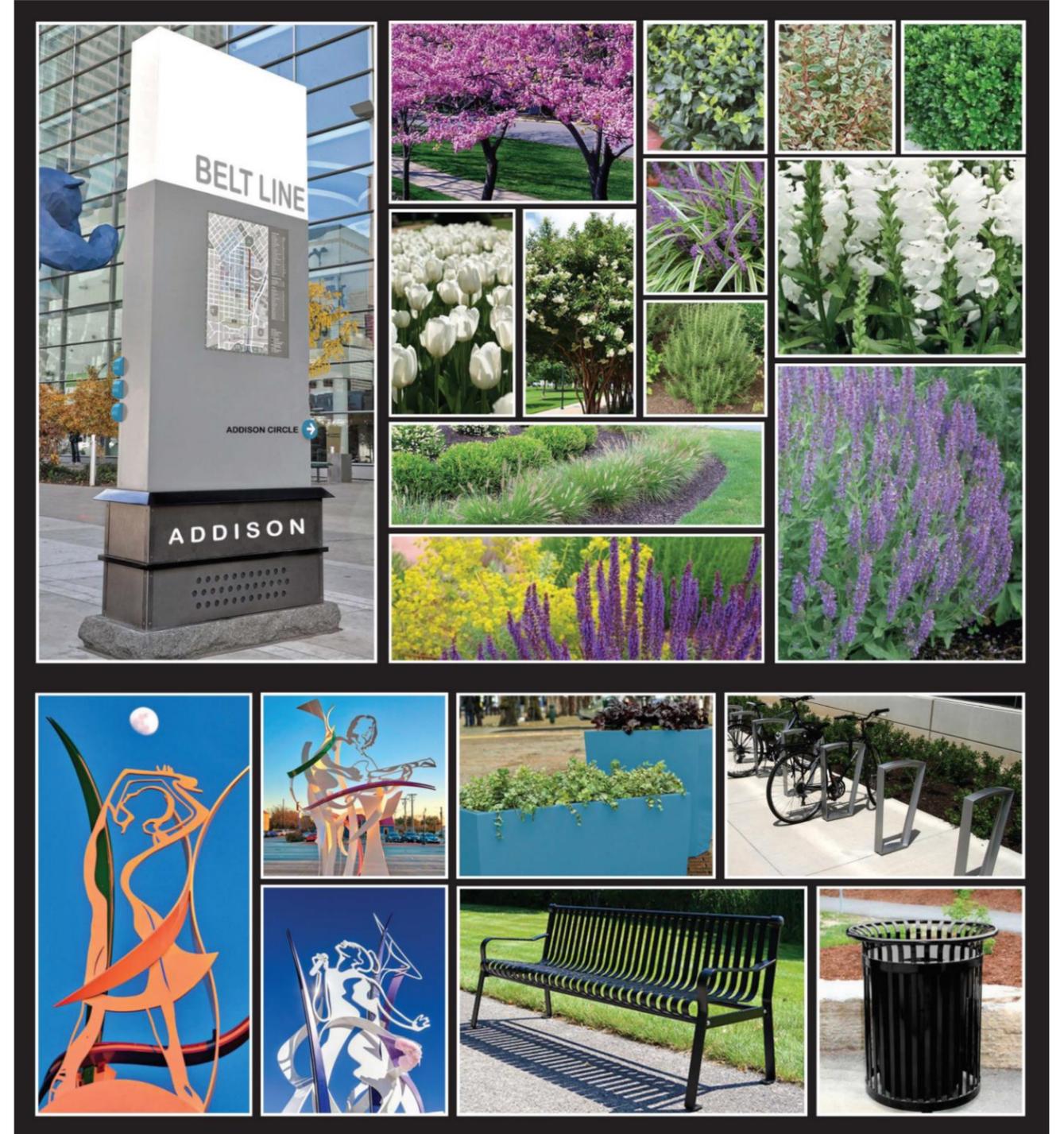


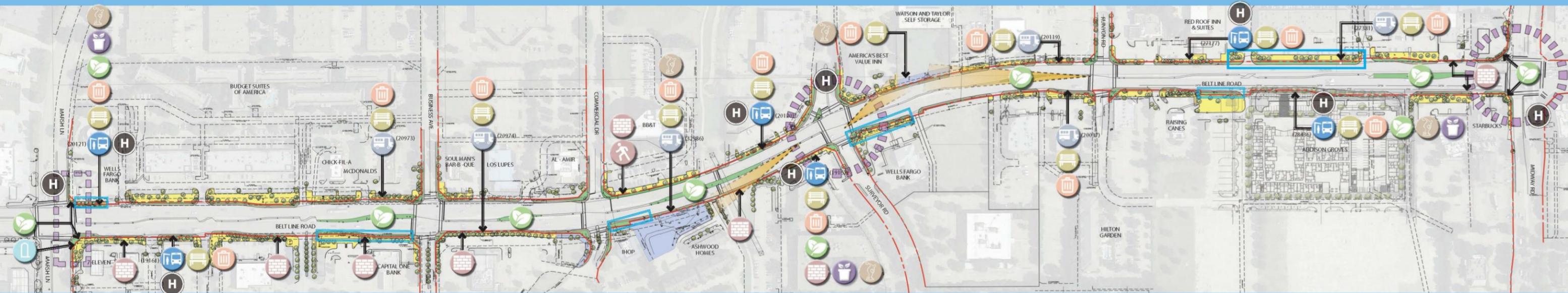
Image Vision Board Enlargement



MASTER PLAN

OVERALL MASTER PLAN-VISION

OVERALL MASTER PLAN: MEDIUM OPTION WITH HIGH FINISHES



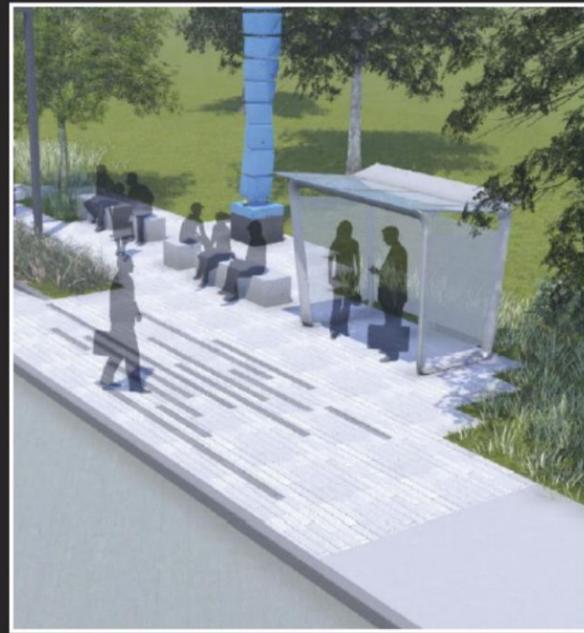
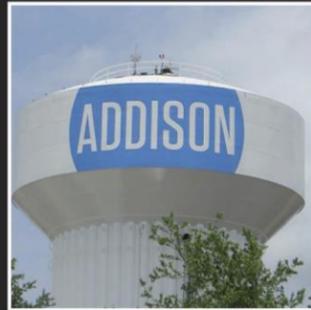
KEY LEGEND

	SPACE WITHIN R.O.W.
	POTENTIAL 'BORROWED SPACE'
	FOUND SPACE
	RIGHT OF WAY (R.O.W.)
	PROPOSED INTERSECTION ENHANCEMENTS INCLUDING: LANDSCAPE, HARDSCAPE IMPROVEMENTS
	POTENTIAL TO IMPLEMENT MASTER TRANSPORTATION PLAN
	VIEWSHEDS

ELEMENTS LEGEND

	SEATING		SIDEWALKS		PLANTER POT
	LANDSCAPE ENHANCEMENT		RETAINING WALL VENEER		BUS STOP
	POCKET PARK		WAYFINDING		BUS STOP W/ SHELTER
	BIKE RACK		PUBLIC ART		HIGH FINISHES
	TRASH RECEPTACLE		GATEWAY/MONUMENT		

VISION BOARD

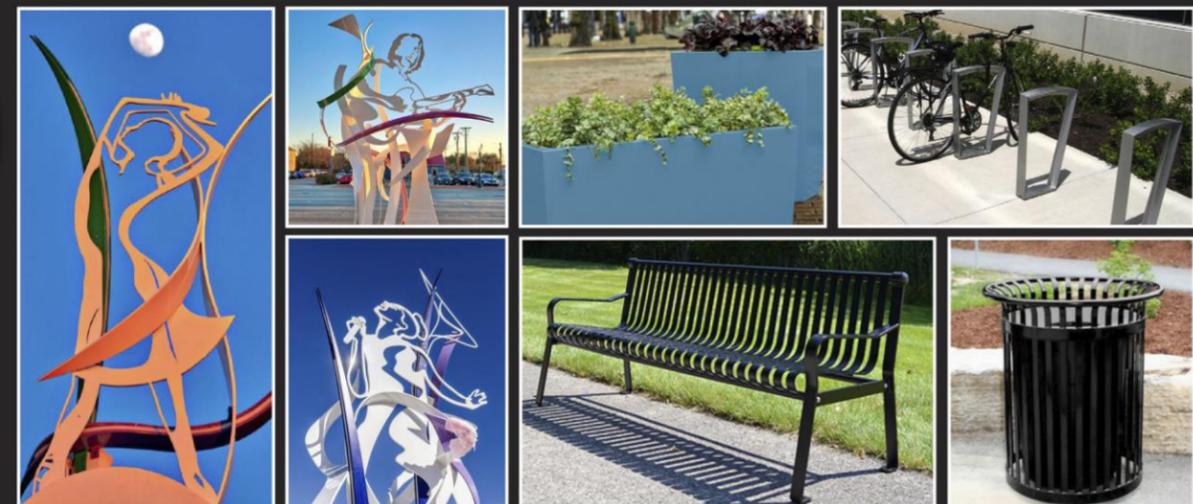


Identify
 Addison has recently redefined itself and produced a brand that speaks to the town's position. "Addison is a **gathering place**. It's holistic (**life, work and leisure** together). It's a **transportation hub**. And it's a **community** (and government) given to helping **ideas** come to fruition." It is the intent of this design to build off the brand, incorporate its message, and create an **identity** for Belt Line that could be duplicated throughout Addison.

Unify
 The proposed design took into consideration **community input, branding efforts** and basic **design principles** to develop a cohesive vision for the corridor.
 The design process began by recognizing Addison as a '**transportation hub**' and identifying the importance of DART's presence along the corridor.
 Prior to developing an overall concept, the design team was given a pre-approved design for future bus shelters. The design concept became a catalyst for **unifying** the proposed enhancements along Belt Line. This allowed for an overall theme to emerge that not only complemented the pre-approved design but spoke to the **modern-traditional** requests of the public, while also playing off Addison's brand.

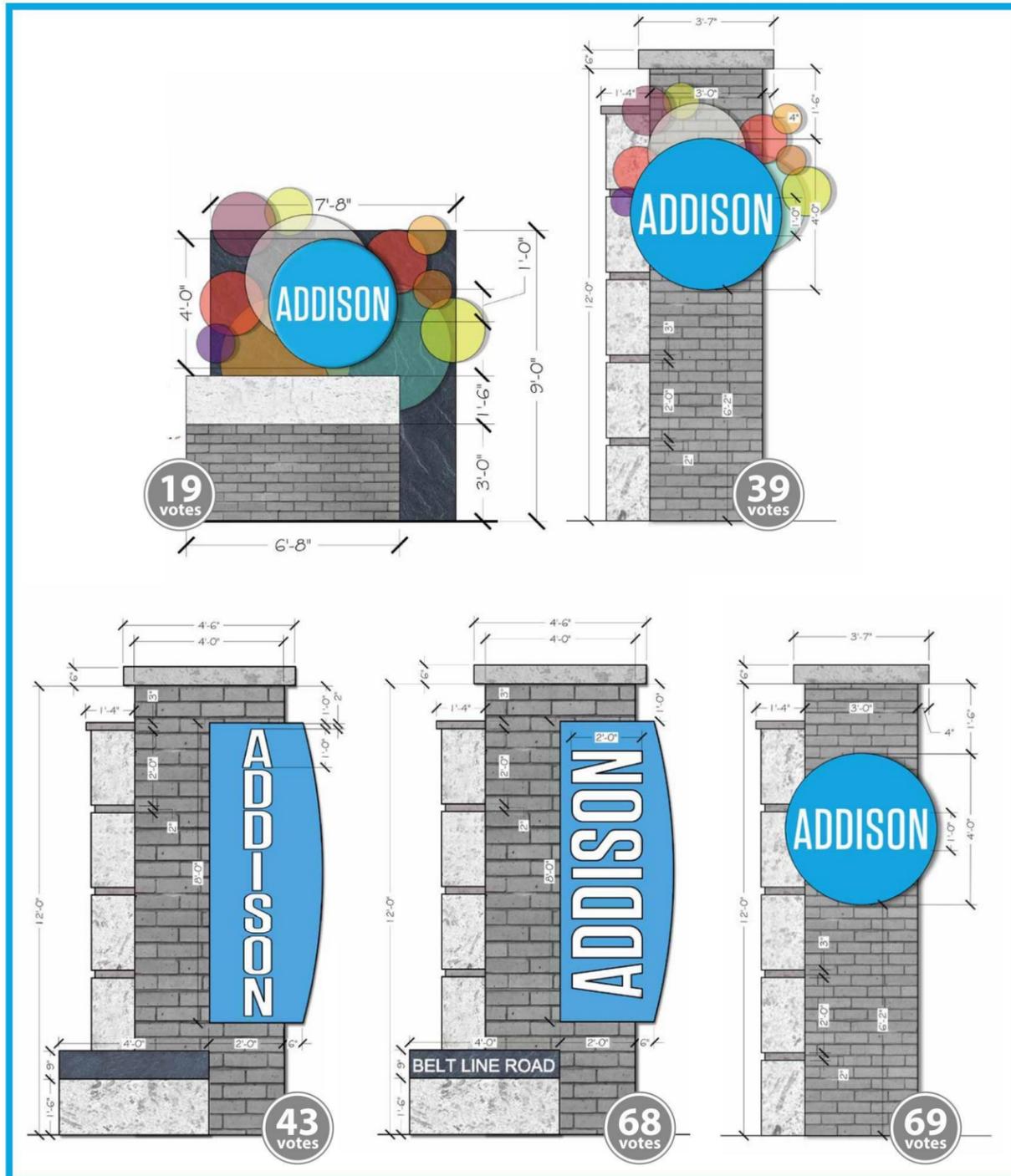
Beautify
 By **unifying** the corridor, a natural sense of **beauty** emerges that helps contribute to Addison's **identity**. Elements that help contribute to Belt Line's beautification include:
 a. Plant palette – The proposed plant palette was developed by **identifying** both a theme and maintenance tolerance that had been pre-approved by the public. (Medium water requirements, texture variety and primarily blue and white color tones).
 b. Site Furniture – **Unifying** elements that speak to the **modern-traditional** requests pre-approved by the public.
 c. Artwork and Gateway Monuments – After hearing **community input**, the design team recommends the town issue an RFQ for artists to develop pieces that are unique to Addison and its immediate surroundings. The RFQ could be extended to include gateway monuments (should the public choose).

BELT LINE VISION BOARD



MONUMENT SIGN DESIGN

MONUMENT SIGN DESIGN OPTIONS (with community voting results)



FINAL MONUMENT SIGN DESIGN (based on votes and City Council input)



COMMENTS OR QUESTIONS